



AD-DENDUM BY KV SRIDHAR

## Staying Positive

The latest campaigns of Idea Cellular, ICICI Prudential, Tata Tea and Havells have one thing in common – all of them are a commentary on recent happenings and each of them subtly try to change traditional mindsets

Most of my articles in the past have been written putting 'work' in focus and celebrating it unequivocally. In this edition, let's go through a few of the latest campaigns from Lowe Lintas and the reasons behind their success in today's era.

The latest television campaign of Idea Cellular created by the agency for communicating its vast nationwide network has gone viral thanks to its catchy jingle *Honey Bunny* which is at the heart of the commercial. The jingle works in being extremely infectious, disruptive and flowing through all mediums at ease. Youth seem to be driving its popularity although the jingle finds itself being hard-to-ignore by one and all.

The Idea Cellular telephone ex-

(Clockwise from top right) Havells' *Hawa Badlegi* campaign, Tata Tea's *Choti Shuruaat* campaign, ICICI Prudential's *Bande Ache* campaign and Idea Cellular's telephone exchange ad

change ad shows how a husband and wife come to understand each other better when they are put in the other person's shoes, courtesy their son who exchanges their phones. The ad highlights how a simple idea, when it creates empathy in a relationship, can make it better.

Lowe Lintas' recent campaign for ICICI Prudential, *Bande Ache* has, in the wake of negativity against men, attempted to transform this by saying that the world is not

just filled with bad men, good men too exist who are trying to do the best for their families.

Havells went for a change as the agency came up with a campaign – *Havells fans, hawa badlegi* – that encourages people to change their prevailing mindsets. One ad in the series shows a family asking their maid to dine with them at the table after she has served food. The maid sits hesitatingly and smiles when the mother appreciates her food.

Tata Tea's latest campaign by Lowe Lintas aims to awaken the nation and to shrug off the biases that we hold against them as a society. On International Women's Day, Shah Rukh Khan launched the campaign – *Choti Shuruaat* – where he claimed that in his films, the credit list from now onwards would have his female co-star's name appear before his, a small change that would inspire others to do the same and trigger a transformation of our unjust behaviour towards them.

Lowe Lintas has created these successful campaigns in the past few months leading a wave of changing mindsets and the way we live our lives. Why have these campaigns been successful? They have created a positive sentiment across the country by having a positive take on today's happenings in them. While Tata Tea talks about venerating women, ICICI Prudential says that good men do exist. Idea's *Honey Bunny* cheered up and united an entire



country while its Telephone Exchange campaign highlighted how understanding each other's lives strengthens personal relationships. Lowe Lintas has hit upon a relevant sentiment and shown how there is a reason for everyone to stay positive.

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